



Kyle Waller

Author and Digital Marketing
Coordinator

A man is sitting on a large, light-colored rock in the foreground, looking out over a vast, deep valley. A river winds through the valley floor, surrounded by steep, dark cliffs. The sky is filled with soft, white clouds, and the overall lighting suggests a bright but slightly hazy day. The image is framed by a white curved border on the right side.

About Me

- My experience as an author has taught me a lot about digital marketing. Over my two year marketing journey I have been able to expand my knowledge, build new strategies, and tap into my creativity in a way that I never knew was possible. I can now say that I have a passion for digital marketing and the process of growing a business.
- I have a bachelor's degree in business administration with a concentration in global business

Certifications

- Bachelor's of Science in Business Administration
 - Concentration Global Business
- Google Digital Marketing & E-commerce Professional Certificate
 - Foundations of Digital Marketing and E-commerce
 - Attract and Engage Customers with Digital Marketing
 - From Likes to Leads: Interact with Customers Online
 - Think Outside the Inbox: Email Marketing



Early Book Marketing Strategy 2021-2022

- I started marketing my science fiction novel, “Cretaceous Kings” in 2021.
- Partnering with a [paleo art influencer](#), I gained slow momentum, [posting a storyboard of my first chapter on reddit](#).
- Working with my partner, I posted detailed character designs on [my instagram account](#)



Main Book Marketing Strategy

- I published ["Cretaceous Kings"](#) October 8th, 2022
- My most successful marketing tactics have been:
 - Blog Article
 - [Author Interview](#)
 - Free book campaigns
 - Email Marketing Partnerships
 - Influencer Partnerships
 - Google Ad Campaigns

IN THE LARAMIDIAN WILDERNESS BY THEIR BIG TYRANNOSAURUS BROTHERS, LEVI-CARNIS, AND MANSUR, MUST FIND A WAY TO SURVIVE IN THEIR OWN. IN A HARSH CRETA-CEOUS WORLD PLAGUED BY DROUGHT, VOLCANOES, PACKS OF DAKOTARAPTORS, ANGRY TRICERATOPS, AND CANNIBALISTIC TYRANNOSAURUS, ONLY THE STRONG WILL SURVIVE.

EX GOD ENTERTAINMENT

CRETACEOUS KINGS



Book Sales Strategy

- When my book was first released, I posted the first chapter of my novel with the science fiction blog, [SciFied](#)
- This helped increase early purchases of my book.
- However, a lot of my paying customers came from word of mouth with friends and family
- I learned that new authors usually have difficulty moving paid units of their books, so I eventually moved on to a free ebook strategy.

eBook Sales



Hard Copy Sales

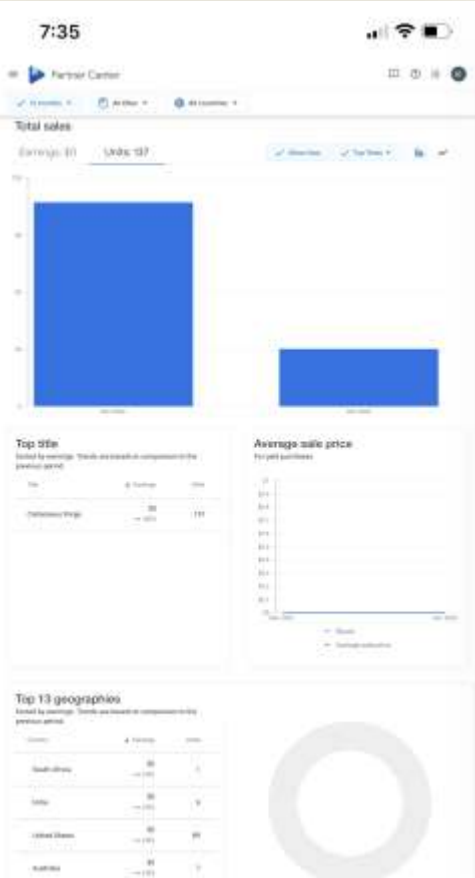


Total Units Sold: 54

Free eBook and Email Marketing Strategy

Total Free Units
Downloaded: 625

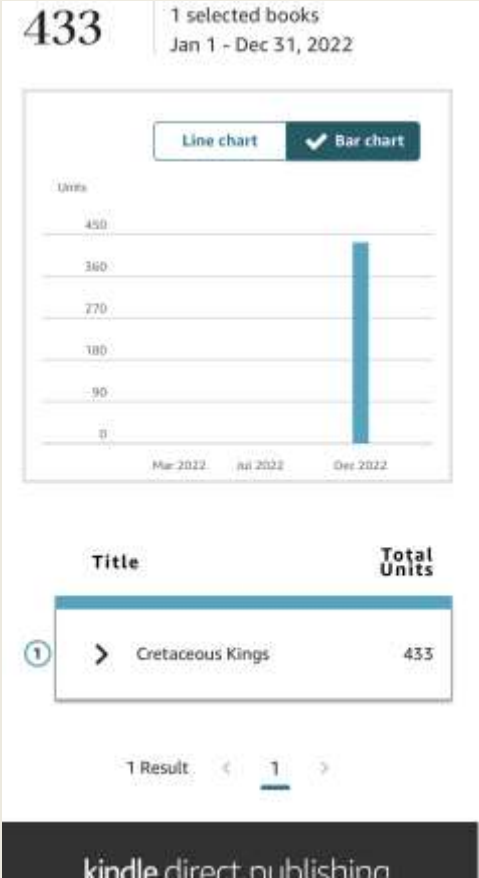
Google Play Books



My Shopify Store



Amazon Kindle



- My most successful strategy has been combining Kindle Free eBook Promotions with email marketing campaigns.
- My email marketing partners, Freebooksy and Fussylibrarian, emailed my book to their subscribers resulting in hundreds of downloads and a significant increase in my audience
- I predict a larger audience will produce more paid sales for future releases.

PPC Ads

- The main goal of my PPC campaigns were to drive traffic to my [Wordpress website](#) that had links to my book.
- I got many visits to my website, however this did not translate into many sales or free downloads.
- I believe this is due to my PPC ad campaigns not being tailored enough to a specific audience, evident by the broad global demographics.



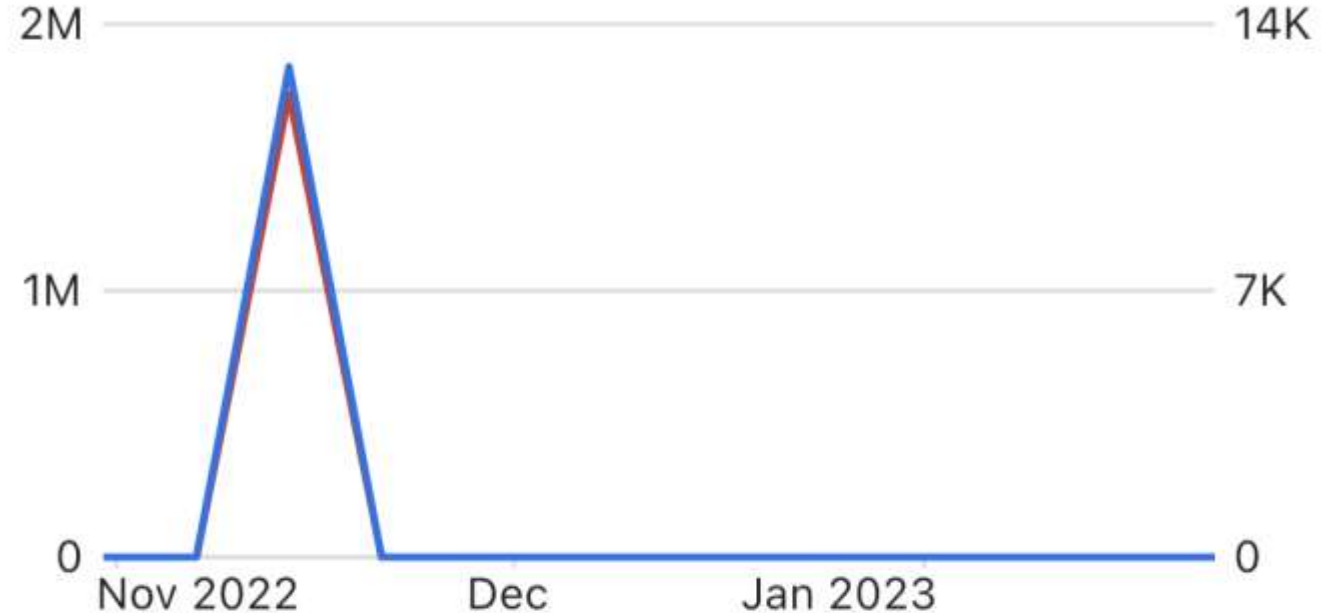
Google Ad Figures

Nov 1, 2022 – Jan 28, 2023

Clicks 12.2K

Impr. 1.84M

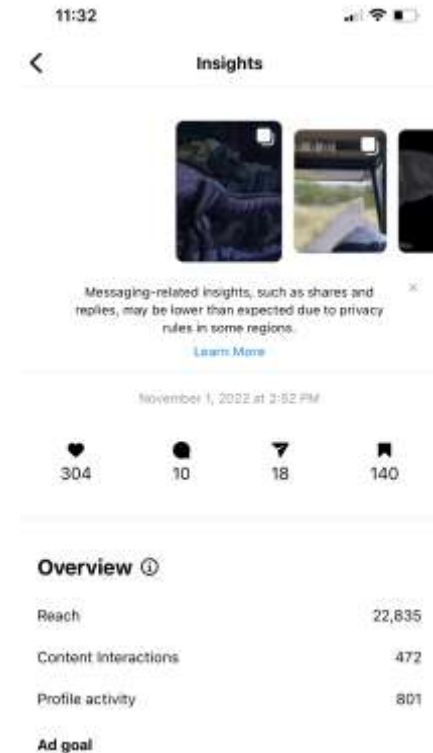
CTR 0



[Set up custom notifications](#)

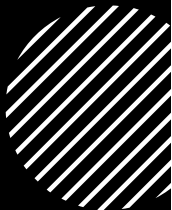
Instagram Post Boosts

Instagram boosts actually complimented my free ebook and email marketing campaigns well, increasing my followers, and adding a small amount of free downloads.





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